



### SKY NEWS LOGS ON IRISH REGION



Sky News is all set to make its Irish debut and will be free-to-air on Saorview when it goes live from November 30.

The 24-hour news service is launching on the terrestrial platform on Tuesday 30 November with breaking news from the UK, Ireland and around the world.

Sky Ireland CEO, JD Buckley, said: "Sky News is a multi-platform, world class service that regularly covers the issues that matter here. We have production teams and correspondents based out of Dublin and Belfast, who contribute to the Sky News service every day, so we are delighted that our channel is being made free to air in Ireland."

The strategy is distinct from that of CNN, which is now only available on the Sky satellite platform. Sky News is also free-to-air on the UK's Freeview.

### DVB GETS ON 8K

8K is all set to kickstart as the DVB Steering Board has approved the first specification updates to include the delivery of 8K UHD video services.



The updates extend the existing support for the HEVC codec and are the first step in a series of key additions planned for the DVB video coding specifications.

HEVC (High Efficiency Video Coding), also known as H.265, is a standard that offers from 25% to 50% better data compression at the same level of video quality compared to its predecessor MPEG-4/AVC. It is already used in several markets around the world.

Until this update, DVB specifications included HEVC conformance points only for up to 4K resolution.

Work is continuing on so-called Next Generation Video Coding, which is expected to lead to further additions to the DVB specifications in 2022.

### IRDETO NEW APP LAUNCH



Irdeto has launched a new app called OpApp and this app will remove the operator challenges of certification across multiple TV brands by working directly with TV manufacturers.

Irdeto's Michiel Willemsen said "As we're in love with the boxless solution, which is what the OpApp is all about specifically looked at the CI Plus specification to see what kind of role it could play in this environment. The Ci Plus Device is a managed device meaning we can update it through its lifecycle and even beyond that we can update the microcode in

the chip, which is far beyond what you can do in a normal TV."

Unlike the process of finding and then requiring logins, usernames, and passwords to install and use a native app on a Smart TV, the Irdeto OpApp is hosted on the CAM, it is accessible directly during the CAM installation process and does not require connectivity to the internet for either its installation or use.

### MEDIAFOREUROPE IS THE NEW NAME



Mediaset's new name will be to MFE-MediaForEurope. The move is part of a wider plan to turn the Italian broadcaster in to a pan-European media house.

The shareholders backed both the name change and a new dual class share structure, designed to give greater flexibility in future acquisitions.

The new dual class share structure will take effect before January. Both A and B shares will be listed on Euronext Milan. ■



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